



Emilia Hämäläinen

YOUNG ADULTS' ENVIROMENTAL KNOWLEDGE, ATTITUDES AND TRAVELLING BEHAVIOR

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ABSTRACT

Author	Emilia Hämäläinen
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The aim of the thesis was to find out if young adults' attitudes and knowledge towards environment has to do with their travelling decision and behavior. The effect of attitudes and knowledge are both researched and explained in the theoretical part and implemented in the empirical part.

The theoretical part clarifies what sustainable tourism is and what the tourist can do to be sustainable. The effect of different transportation to the environment is explored. Most relevant part of the theory is environmental attitudes and knowledge and consumer behavior. The reasons of the actions are discussed in consumer behavior, how the decision making process is born and how the realized actions do not always follow the planned actions.

Qualitative method was used in the research and the data was collected by semi-structured interview. All together eight interviews were done, half of the interviewees were studying and half were already in a working life. The results showed that young adults' rather base their decisions on something else than things related to the environment. Young adults' environmental knowledge and attitudes did not correspond to the behavior towards environment. Problems like climate change were not seen as a current problem among the respondents.

Keywords	Environment, attitudes, knowledge, consumer behavior
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TIIVISTELMÄ

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Opinnäytetyön tarkoituksena on selvittää nuorten aikuisten asenteet ja tietoisuus ympäristöä kohtaan ja onko niillä vaikutusta heidän matkapäätöksen syntyyn ja käyttäytymiseen.. Teoriassa käyttäytyminen ja asenteet ovat selvennetty ja sijoitettu empiriseen osaan.

Teoria osassa selvitetään aluksi mitä kestävä matkailu on ja kuinka matkailija itse voi tehdä ollakseen ekologisempi. Eri kulkuneuvojen vaikutusta ympäristöön on tarkasteltu. Teorian tärkein osa käsittelee käyttäytymistä ja tietoisuutta ympäristöä kohtaan ja kuluttaja käyttäytymistä. Kuluttaja käyttäytymisessä tekoon vaikuttavat syyt on selvitetty, kuinka päätöksenteko prosessi syntyy ja kuinka ymmärretyt käytökset eivät aina seuraa suunniteltua käyttäytymistä.

Tämän opinnäytetyön tutkimusosuudessa käytettävä tutkimusmetodi on kvalitatiivinen, eli laadullinen tutkimus. Aineisto kerättiin teema haastattelujen avulla. Haastatteluja tehtiin kahdeksan kappaletta. Haastatelluista puolet olivat opiskelijoita ja puolet jo työelämässä. Tuloksista selvisi kuinka nuoret aikuiset perustavat päätöksensä enemmän muihin kuin ympäristö ystävällisyyteen. Nuorten aikuisten ympäristötietoisuus ja asenteet eivät vastanneet heidän käyttäytymistä ympäristöä kohtaan. Haastateltavat eivät nähneet asioita, kuten ilmaston lämpenemistä ajankohtaisena ongelmana.

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1 Introduction

The world has become smaller for the travelers since the increasing amount of trips and good availability of new routes with different kind of transportation methods. With the increasing demand for travelling, the environmental problems like climate change and greenhouse gases grow bigger, even though airlines and other tourism companies take environmental issues into consideration.

Nowadays it is trendy to be more sustainable and tourists want their carbon footprint to be as minimal as possible. It is important for the tourists to know the environmental friendliest way of travelling, which method of transport they should choose, how they can act and make the difference themselves and what they can do in the destination to help the destination to be sustainable.

This thesis is concentrates more the parts that transportations has to the environment, especially flying, since it is known to be the worst option to the environment.

1.1 Research problem and the aims of the research

The problem with young people and environment is, that they are not motivated enough to pay attention to the environment, especially when they want to travel somewhere. Most young adults are still studying and they do not want to pay a high amounts when they decide to travel somewhere. Rather than paying extra costs for the emissions, they travel with low cost airlines that do not pay attention to the environment as much as for example Finnair does.

The aim is to find out if young adults consider themselves to have the knowledge about the environment. It is important to find out if they act in an environmentally friendly way. The aim is also to find out what motivates the young adults to travel and what their decisions are based on. Do the environmental issues have any effect on their decisions? Or do they base their decisions on something else, like the weather at the destination, money or the company they go with?

It will be interesting to find out if the respondents are willing to change their attitudes and consumer behavior towards environment and make their travelling decisions more environmental friendly.

1.2 Structure of the thesis

This work is divided into theoretical and empirical part. First the theory starts with introducing what sustainable tourism is and where the interest to sustainability has become. How to be a responsible tourist is explained to the reader. The relationship with transportation and environment has discussed next and what are the environmental impacts different transportation methods have are also introduced.

The other part of the theory examines more closely the environmental attitudes and knowledge young adults' have and consumer behavior. First is defined what environmental attitudes are and environmental knowledge, what has been studied already about attitudes towards environment and the relationship between young adults and the environment. Consumer behavior takes a closer look at what motivates people to travel, where they base their decisions on, how the planned and realized behavior different from each other and the environmental side of the consumer behavior.

In empirical part the research methods are introduced and why this specific method has been chosen. The research results are about the topics of the respondents' knowledge, attitudes and behavior towards the environment and travelling. Last the writer's own conclusions have been made about the interviews.

1.3 Restrictions

The reason this thesis is limited to young adults is that young adults are the ones who have to suffer the consequences of their lack of interest to the environmental issues. It is important to recognize what the consequences are if they do not change their attitudes and improve the knowledge towards environment. Young adults are still rather young, so the changes in their attitudes are easy to introduce.

In this thesis young adults are referred to people aged between 20 years to 35 years.

Since the thesis was limited to young adults, the answers were identical and there were not many variations. If there had been more time it would have been interesting to do comparison with young adults' and adults to see how the variation would be between these two groups.

This thesis is done only based on my own interest that aroused during corporate responsibility course at school. It gives a good overview of the young adults' attitudes and behavior.

2 Introduction to sustainable tourism and its history

Different organizations have their own definitions to sustainable tourism. Brundtland's definition which World Tourism Organization uses, defines sustainable tourism by using the following definition: "Sustainable development meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future. It is envisaged as leading to management of all resources in such way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, and biological diversity and life support systems" (Cooper, Fletcher, Fyall, Gilbert & Wanhill 2008: 218).

Tourism is said to stimulate the growth of climate changes, damage nature and the future of tourism looks dark since tourism is growing rapidly. 5% of the world's carbon dioxide emissions come from travelling. Mostly it comes from flying, since low cost airlines have arisen to the markets. Nature is being destroyed since rainforests and coral reefs are used by the tourists. Dry areas are suffering when hotels and golf courses are using plenty of water resources. By the year 2035, the numbers of trips are predicted to grow 179 percent and the number of travelled kilometers to 222 percent. If we take the sustainable perspective, it would be better to stay home since travelling is causing too much pollution and emissions that are not good for the environment. On the other hand, there is something good with tourism. Travelling should not be stopped but people should make more sustainable choices. For most developing countries, tourism is bringing jobs for the locals, also for women and uneducated people. Now it is possible to make the difference when travelling since there is more demand in the markets for sustainable tourism. Tourism organizations are waking up for this reality and demand as well (Kalmari & Kelola 2009: 7-9).

2.1 History of sustainable tourism

The roots for sustainability go to late nineteenth century when there were first concerns about the planet and the protection of national parks and societies. In the 1960, the first movements towards the concerns of the planet were noticed since

the rapid economic development was the wakeup call for the realization of the planet's fragility. In 1970 there was an action plan made for the environment by United Nations Conference on the Human Environment, which was based on the global environmental evaluation program, environmental management activities and international measures to support the national and international actions of assessment and management. This conference led to the introduction of the World Conservation Strategy, which was an action plan to the environment to explain how the development and environmental protection could work together. Next step to sustainability was Brutland's report, whose primary goal was: "Help define shared perceptions of long-term environmental issues and the appropriate efforts needed to deal successfully with the problems of protecting and enhancing the environment, a long-term agenda for action during the coming decades, and aspirational goals of the world community" (Cooper et al 2008, 216). Five years after this theory, Agenda 21 was proposed and it still applies today. Agenda 21's meaning is an action plan which is taken locally, nationally and globally by organizations of the Governments and United Nations System in areas where the humans impact nature and environment (United Nations 2009). This decade will show if the governments are implementing the global strategies and actions that were set more than a decade ago (Cooper et al 2008: 215-216).

2.2 Perspectives of sustainability

In order to be successful in sustainability, three approaches discussed below should be combined and implemented. There needs to be changes in the behavior of stakeholders with businesses, tourists and local residents in order for them to behave more responsible. Limitations to developments, activities such as carrying capacity and new products need to be taken into consideration because of their effect to the local environment and culture (Cooper et al 2008: 219).

2.2.1 Socio-cultural

Tourists always have a socio-cultural impact to the local community whether they come as explorers who adapt the culture, or as mass tourists who do not adapt at all. When tourists visit the destination, they impact somehow to the culture. The

way they dress, act and behave the destinations culture adapts the new manners from the tourists. Usually tourists have the curiosity to the local customs and traditions, so they go to observe and their observation can set the commercialization progress in motion and change the events (Cooper et al 2008: 219).

2.2.2 Economic

In sustainability, it is important that the long-term economic advantage is optimal. The economic impact of tourism competes with other industries for the use of factors of production. The price inflation and cost of land and labor affects the economics. Since tourism brings more jobs to certain areas, it attracts many workers from rural areas to come after the jobs. It might lead into tourism becoming economically traumatized, since the development especially in the developed countries takes place in industrialized urban areas. That leads to unemployment and distribution of the resources (Cooper et al 2008: 219).

2.2.3 Environmental

The major pollution that comes from tourism comes from the different transportations. The majority of air pollution comes from the airlines and air transport for tourism purposes. Tourism activities can be harmful for the biodiversity because of activities like hunting, fishing, wildlife observation and hill walking. The boats in the Caribbean are a problem for the environment, since they cause pollution and destroy the coral reefs when they anchor the boats. Tourism also affects to the ancient monuments which have started to suffer from erosion. Large number of tourists to environmentally fragile areas will cause tension between the natural environment and the tourism. That has led to some tourism attractions to start to ration the amount of visitors to the attraction (Cooper et al 2008: 219).

2.3 How to be a responsible tourist

In order to be a responsible tourist, the tourists need to take into consideration environment, starting from the choice of the destination, journey to the

destination, accommodation and time at the destination. Tourists should travel less and for a longer period of time. They should reduce the use of air transportation. In a shorter holiday, tourists should favor the destinations close by, especially destinations which you can reach by a car or a train. It is also wise to travel outside the season, it is possible to see the real life in the destination and have a mass tourist free holiday (Kalmari & Kelola 2009:17-21).

2.3.1 Before the holiday

If a tourist chooses a city holiday, getting there by land rather than flying would be wiser. When on a city holiday, the tourist should behave as responsible as in their own country. Paying attention to the local culture, not littering, obeying the rules and favoring the local transportations are important.

On a beach holiday, the tourists should choose the most natural destination. The hotel should be far enough from the beach and the hotel should not reserve their own spot from the beach. This way you support the local people to be able to enjoy the beach as well. When choosing the hotel, choose that kind of hotel that is committed to reduce the amount of the garbage emissions. Tourists should check if the destination has blue flag beaches. The meaning for the blue flag beaches is to prevent and develop the usage of drainage basins as a usage for refreshing under the principles of sustainable development. The hotel that the tourist chooses should not use much water resources. The hotels with big pools are the biggest consumers of water. Before the departure, tourists could get to know the destination, its sanctuaries and the culture (Kalmari & Kelola 2009: 22-47).

2.3.2. Travelling to the destination

Favor travelling with a train, since train is the best option for the environment. Avoid unnecessary flying and travel rather for a longer period of time than often for short weekend getaway. Direct flights are the best option because take offs use the most fuel during the whole flight. Favor the airlines that use the newest technology (Kalmari & Kelola 2009: 58-74).

2.3.3 Choice of accommodation

When choosing a hotel, the tourist should try to select hotels that have the environmental certificate. The luxurious hotels with five or four stars leave bigger mark to the environment than the hotels with a couple of stars. Favoring the hotels with fewer stars is seen as a better option. Good choices instead of the luxurious hotels are small family owned hotels. In that way the tourist supports the local well-being and entrepreneurship. Another choice seen better for environment than luxury hotels is renting an apartment, where the tourist should follow the same norms than in his/her own home (Kalmari & Kelola 2009: 79-89).

2.3.4 On the destination

The most important thing in the destination is to respect the locals. A good proverb is good to remember, when in Rome, do as the Romans do. Dress accordingly to the local manners and check before going what is appropriate and what is not. Try to eat in restaurants where they serve organic food and favor hotels that harm less the environment. Remember to tip if it is part of the serving culture in the destination. In some countries tips count huge part of the salary which is earned during the day. Buy local souvenirs, especially handicrafts. Never buy anything made of endangered animals or corals. The activities should also be nature friendly, like riding, cycling and hiking. Choose the tourism organizations that invest in the sustainability. Voluntary work is a good way for tourists to show their concern and interest towards the nature (Kalmari & Kelola 2009: 99-130, 156).

3 Transportation

Transportation to the destination is one of the essential elements of the tourist product, since it is an important tool for the tourist to reach the destination. In the destination transportation is a necessary means of movement and sometimes transportation can be the tourism attraction or activity. Transit is the most important contribution of transport and it accounts for 90% (Cooper et al 2008: 405).

3.1 Environmental impacts of transportation

The transportation has mostly negative impact to the environment. The impacts come from both the transport infrastructure and vehicles. The effects can be direct, indirect and cumulative. When the demand for tourism expands, the transportation systems need to grow and enlarge the carrying capacity. As a result transportation sector has become linked to the environmental problems. The impacts of the transportation result to climate change, noise, air, water and soil quality, biodiversity and land take.

Transport industry releases million of tons of gases every year into the atmosphere, like carbon dioxide, methane, carbon monoxide and other heavy metals that are harmful for the environment. It is debated how they are linked to the climate change. Vehicles, aircrafts and marine engines are the sources of pollution in a gas form of emissions, which are harmful for the human health and affect air quality. The vehicle exhaust emissions are the major problem in bigger cities, since the pollution level rises so high and make the air quality poor. Poor air quality which is caused by transportation emissions, causes health risks, such as allergies, blood clotting and skin problems. Noise is harmful and effective to the people who live close by the busy roads, railroads or airports. This might cause people stress and disturb the normal daily activities. Water quality becomes poor because of the transport activities like marine transport and shipping services and their fuel chemicals. There are waste problems and oil spill, which raise the water's pollution level. The environmental impacts of transportation to soil quality are that transportation has significant impact to soil erosion. Fuels and oils

used in transportation are washed on the road sides and they enter the soil area, harming the soil quality. Biodiversity plays its role in the impact system. Transportation emissions impact to the biodiversity. When new routes are being made, the land area needs to be cleared. Some species and plants that are usually grown there might not be found from anywhere else, so they are being destroyed and might become extinct (Dr. Rodrigue & Dr. Comtois 2009).

The next chapter explains the ways of traveling, their impact to the environment and examples of one Finnish tourism organization are explained and how they take the sustainability into consideration.

3.1.1 Air travelling

Travelling by air is for most people the fastest and the easiest way of travelling. Most tourists are not aware of the environmental issues and the emission levels the air travel has. Flying is considered the worst option for travelling from nature's point of view. While air travelling is only the prime mode of transport in only 20% of trips, it accounts for 55% of passenger km and 50% of EU tourism CO₂ emissions. Air transport has a small share of tourism trips compared to the amount of GHG (greenhouse gas) emissions they are producing (Dickinson and Lumsdon 2010: 27).

Global GHG emissions are mostly from the international aviation. It is estimated that nowadays tourists travel by air 1179 billion passenger-kilometers, which is equivalent to about 467 million tons of CO₂. There are no relevant data to estimate the total fuel consumption and the result for GHG emissions the air travel has. The reason for the impact of climate change comes from the airlines' flying altitude.

Figure 1 shows the process of the impacts. Most of the aircraft emissions come from the altitude of 9-13km, where the aircrafts fly in the upper troposphere or lower stratosphere. These flights are the ones that carry passengers and cargo. The effectiveness of the emissions depends from altitude and latitude, because the chemicals change their constitution. Another altitude is the flights at 17-20km,

which fighter planes are flying (Becken & Hay 2007: 72-75). In addition with carbon dioxide, aircrafts releases water vapors, which is believed to cause cirrus clouds that heat the climate. Nitrogen oxides are believed to cause the ozone layer to become thinner. The conduits the aircrafts leave to the sky, form a layer that reduces the evaporation of the warmth at night and increases the heating effect (Kalmari & Kelola 2009: 70).

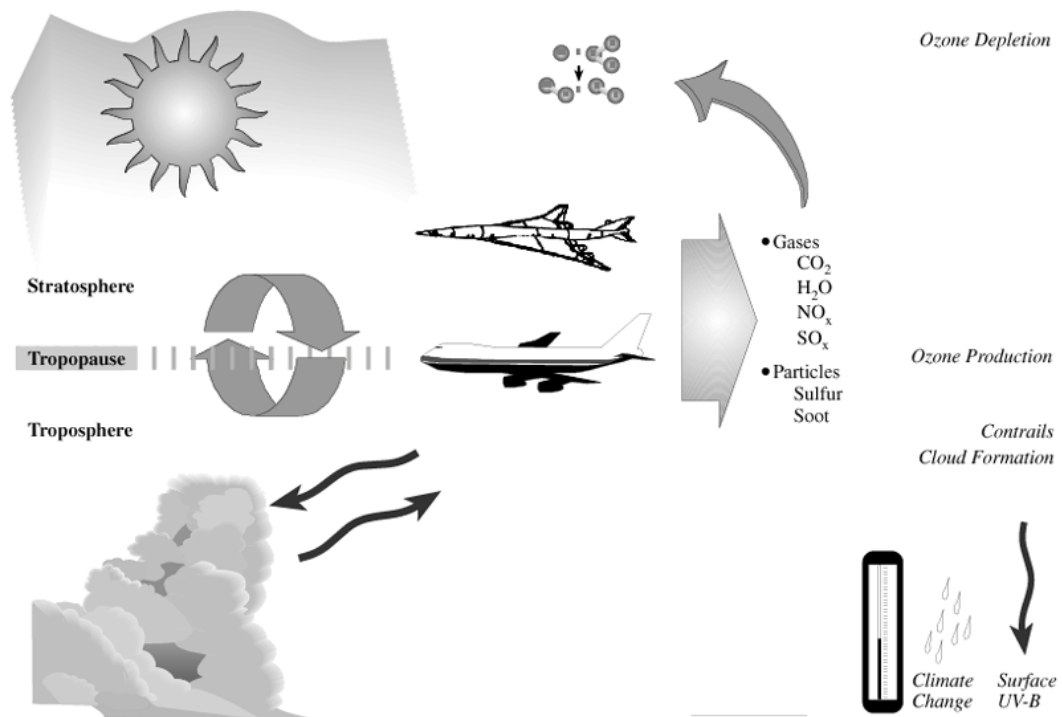


Figure 1. Impacts of aviation on the atmosphere (Becken & Hay 2007: 74)

Airlines have started to take into consideration the climate changes and the impacts that the air travel has to the environment. Bigger airlines have their own environmental programs.

Finnair has its own pages for corporate responsibility. They have set their main goal that is to reduce the emissions 41% between the years 1999-2017. They want to reduce the use of the energy and the emissions in a flight and ground activities and reduce the amount of waste. Helping the customers and interest groups to reduce the emissions from flying through co-operation and marketing, promote the implementation of a global emissions trading agreement, increase the amount of emission-reducing CDA landings and improve corporate responsibility

reporting and enhance the internal reporting. In the last few years Finnair has invested with another goal to reduce their emission targets and lobbying the global emissions trading (Finnair group 2009).

Corporate responsibility is a basic requirement for Finnair to function. Since the air travelling is growing continuously, it is essential that the corporate responsibility is a part of everyday activity. Finnair wants to be serving the quality and environmentally conscious passenger even better in the future. Financial responsibility requires Finnair to be on track about what is going around them. The operations must be adjusted to prevalent conditions and Finnair must be able to oversee into the future without a crystal ball. Social responsibility brings with it responsibility for the personnel, home and destination country's population and society. The airline supports economics and tourism business with its operations for providing connections to the citizens and companies, and creates jobs and prerequisites for other sectors. The role of environmental responsibility is getting bigger along the current climate change discussions. Finnair can minimize the environmental load by four different ways: by using new and advanced technology, using infrastructure that works better, by developing its operational activities and through new marketing mechanism (Finnair group 2009).

Finnair has the corporate responsibility well in paper, and they also have the statistics to prove the differences they make every year. Finnair's homepage provides advice for the customers as well, as long as they want to search the information themselves (Finnair group 2009).

3.1.2 Rail travelling

A train is the most sustainable option to travel after cycling. The electric trains that go with renewable energy are a better option than the trains that still use diesel. Using the train only for one way of your travel is better than flying both ways. Since the train routes are wide, tourists can reach destinations very easily. From Finland you can travel to Beijing with only one stop.

Travelling by train or bus accounts for 34% of all tourist trips and develops 13% of all CO₂ emissions from the tourism sector. Train travelling has been said to develop 3-10 times less CO₂ emissions than road transport or air travel. High speed trains use the new technology that is energy efficient and if renewable energy is used, GHG emissions are low. Raising sea level and extreme weathers causes more harm to rail transport, which are consequences from climate change (Dickinson & Lumsdon 2010: 114-116).

The Finnish VR has made its own environmental promises that should be implemented by the end of 2012. They want to cut half the CO₂ emissions, reduce the single travelers energy consumption by 20%, reduce the harm of noise, take the environmental impacts into consideration with their material and service purchases, develop waste disposal and recycling, educate the staff to act responsible and engage to comprehensive and open environmental communication (VR Concern 2010).

3.1.3 Bus travelling

Development of the bus services throughout the world have made the travelling by bus easier. Even though it might be the slowest option compared to the train and air travelling, buses are eco-efficient forms of travel. Since coaches operate on high-occupancy, they have lower carbon emissions. When a plane causes 169 grams CO₂, car 111 grams, bus 41grams and coach only 24grams. The lower emissions are impact of the design and fuel use in vehicles (Dickinson & Lumsdon 2010: 152-153).

The Finnish bus company ExpressBus, did not have any mention about the environment or the responsibilities in their home page.

3.1.4 Water based travelling

Water based travelling does not come without environmental problems. The travelling impacts the ecosystem, water quality, noise and air pollution. Water based travelling is with air travelling the worst option for the environment to travel. Disposal of waste and spillage of fuel or other waste impacts the water

quality and the impact can be seen especially in the smaller lakes and canals. The ships produce sulfur dioxide and nitrogen oxides that impact the air pollution, and when motorized vessels use fossil fuels they produce GHG emissions. Demand for cruises has grown in recent years by 15%. Large cruise ships use large amounts of gas and carry thousands of people. For those the cruise ship itself might be the highlight and purpose of the trip (Dickinson & Lumsdon 2010: 165-169).

When taking the cruise, you should favor the companies that are committed not to throw their sewage to the water. Finnish TallinkSilja is one of these companies that have committed to the environmental program. They protect the climate and sea from the pollution. Their vessels have the right international agreements which they follow and safety management system follows all International Maritime Organizations orders and protocols. Lloyd's Register Quality Assurance Limited has admitted the ships respected environmental certificate due to their environmental actions. The company's fleet uses fuels that have less sulfur and the sewage water is not dumped into the ocean. Waste is taken to the harbors and transferred to a refinery of sewage water. The use of new fleet has reduced the emissions. Recycling is important and it is used properly and the company is favoring cooperation partners that follow the principles of saving the environment. TallinkSilja also has many environmental campaigns (Tallink Silja Oy).

4 Environmental attitudes and knowledge

Environmental knowledge is defined as a general knowledge of relationships, facts and concept concerning natural environment and its ecosystem. In order to be environmentally conscious individuals need to understand the consequences their behavior has to the environment. In 1990 there was made a difference between abstract and concrete environmental knowledge. Abstract knowledge means the knowledge concerning environmental issues like problems there are and the causes to them and solutions for the problems. Concrete knowledge is related to the behavioral knowledge and how it could be beneficial and acted. Environmental attitudes are referred to individuals' levels of interests and concerns regarding to environment, ecological and energy-saving phenomena (Chen, Hsu & Lin 2011).

Even though people have positive views towards doing environmental friendly actions, many individuals do not behave in a way that would not damage the environment. A number of studies shows that the relationship between general attitudes towards the environment and behavior to help save the resources is seen low. The reason for this might be that the attitudes require sacrifices to reduce consumption. Some people may find it difficult to act in a certain way if the prices are higher.

There are two kinds of people, ecocentric and anthropocentric people who take the environment into consideration. They both have positive attitude towards environment. Ecocentric people value nature for its own sake and because of the value of nature, it deserves protection. Anthropocentric people think environment should be protected so the quality of life for humans stays good. Both ecocentric and anthropocentric people express their concerns about the environment and the interest to protect natural resources and their motives for this interest is still undefined (Thompson & Barton 1994).

4.1 Attitude studies towards environment

In 1998 was studied what impact the consumers' attitudes has towards climate change, aim was at reducing greenhouse gas emissions. Two types of travel behavior were evaluated, commuters' choice and the compressed work weeks. The study found out that consumers who did not see climate change as a serious threat were the ones who were driving mostly by their own cars and were less willing to reduce their vehicle mileage. Those consumers who were environmentally conscious, they were the ones more likely to use public transportation but there was evidence that their behavior influenced their attitude rather than the other way round (Flamm 2006).

Nilsson and Küller (2000) studied the environmental knowledge, attitudes, and travel behavior of citizens and public officials in the town of Lund, Sweden, and found out that environmental attitudes were more effective than actual knowledge when promoting pro-environmental travel behavior. Attitudes had an impact on frequency of trip, travel habits and acceptance of restriction policies when travelling. Demographic and economic attitudes were defined less important than the other attitudes mentioned above (Flamm 2006).

4.2 Young adults and environment

There are studies made for young peoples' concern about environment and their interest to the environmental issues. A recent study made and published in Journal of Personality and Social Psychology in America, March 2012, showed that young adults are not interested in environmental issues. Young adults have the reputation of being environmentally minded, but this survey made for young Americans proved that today's young, so called Millennia's, are less interested in the environment and protecting nature than their elders were when they were younger. Today's young adults have grown up with the discussions about climate change and the "reduce, reuse, recycle" principle (Associated press 2012).

In Finnish upper secondary schools, they have taken to the curriculum since 2003 a course about environmental ecology. The course helps the young students to

enhance their knowledge about diversity of life, research of interaction between humans and environment and ecologically sustainable development in the future.

Some study showed that young adults have positive attitudes towards environmental matters and they are interested in the issues towards environment. Positive attitude towards environment appears through possibility to environmentally friendly products and services. There are also conflicts between young adults' environmental attitudes and environmental actions. Reason for the conflicts between the young adults' attitudes and actions is a result of different social factors that affect the young adults' decisions (Cantell & Larna 2006).

4.3 Carbon dioxide compensation

Travel agencies like Tjäreborg and Finnmatkat suggests the customers to travel more green and gives them the option to compensate the carbon dioxide their flight produces. The idea is that there are different international organizations and if the customers are interested, they can visit the organizations web page and calculate how much their route is causing emissions and the calculator will give the price how much the compensation is with taxes. The amount of compensation is paid right to the organization, and the organization is using the money for different kind of projects to enhance the environment (Tjäreborg 2012).

Tjäreborg and Finnmatkat are suggesting organizations like GreenSeat. The organization is in co-operation with different tourism companies, like travel agencies. The idea of the company is that by supporting their projects that reduce the carbon dioxide emissions, you ensure that the amount of greenhouse gases to the environment will not increase. GreenSeat has different kind of projects, like planting trees all over the world, building windmills to India and give the households in Cambodia access to use the biogas.

Here is an example of the emission calculation (GreenSeat).

Flight

From: HEL, Helsinki Vantaa, Helsinki, Finland

To: CDG, Charles De Gaulle, Paris, France

1 person

Economy class

Return trip

CO_{2eq}-footprint: 0.8600 tons

Compensation: € 8.60

Households: 0.34

Total

CO_{2eq}-footprint: 0.8600 tons

Compensation: € 8.60

TAX: € 1.63

Total: € 10.23

5 Consumer behavior

Consumer behavior is a difficult subject to research, especially in tourism since the decision process involves the consumer to spend a great amount of money and usually their decision is influenced by many internal and external motivators and determinants. For some it is the highlight of the year, therefore consumers have high expectations of the product they will get. Because of these motivators and determinants that affect the consumers' choices, it is difficult to research the effect since it depends on the type of the product the consumer is purchasing.

Consumer behavior is defined by Horner and Swarbrooke (1996) as "a study of why people buy the product they do, and how they make their decision". Engel, Blackwell and Miniard (2001) defined consumer behavior as "those activities directly involved in obtaining, consuming, and disposing of products and services including the decision process that precedes and follows those actions".

Consumer behavior is important in marketing management. Understanding the needs, attitudes and decision processes allows the marketing managers to predict and forecast the behavior in the future. This way they can make the products more suitable for the consumers and underestimate consumer demand. Understanding consumer behavior is also important for the product development of new tourism products. This will make it clear for the marketing managers to see what the consumers are looking for and it will affect the development process as well (Swarbrooke & Horner 2007: 3-8).

5.1 Motivators

There are many factors that motivate consumers to consume tourism products. The factors can be divided into two groups, those that motivate the consumer to take a holiday and those which motivate the consumer to take certain holiday at a specific destination and certain time. There are other factors that could relate to these motivators, in figure 2, the motivators in tourism support the factors that motivate consumers to take the holiday. There are the physical, emotional,

personal, personal development, status and cultural motivations that affect the tourists' motivation.

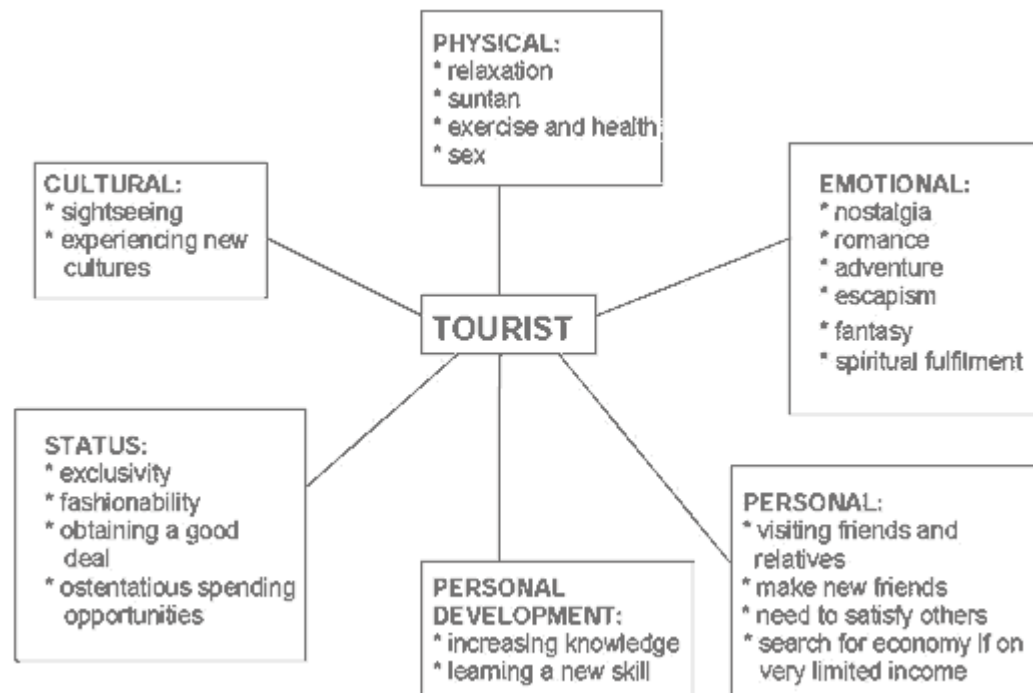


Figure 2. Typology of motivators in tourism (Swarbrooke & Horner 2007: 54).

Every tourist is different, including the factors that motivate them. Main factors that define individual tourists' motivations are their personality, whether they are outgoing, loner, adventurous or shy. Tourists' lifestyle impacts the purchase decision and the motivators depend on if you live alone and want to meet new people or if you go with your family and children.

The past tourism experiences motivate the consumer in a negative or positive way and also past life experiences result to the motivations. How the tourists see their own strengths and weaknesses and how they wish other people would see them, motivate the individuals as well. Motivators change over the time when personal circumstances are changing. These include meeting new partner or having a child, increase or reduction of income, health problems and changing expectations or experiences as a tourist.

Consumers' holiday mostly represents a compromise between multiple motivators. Desire to escape from the cold weather to the warmth and sun, desire to change their life, wish to have a new hobby, like surfing, want to make new friends, wish to see new cultures or want to relax motivates consumers. The holiday might also be a compromise among the group consumer is travelling with, since tourists rarely take holidays alone. The company the tourist is travelling with has the impact to the choice of the destination. The timing of the purchase is also linked to the motivation, since the earlier you purchase the holiday, the more you have motivators. If you make a last minute booking, usually the only thing that motivates you is the desire to travel somewhere and the discounted price you get. Alternatively when the purchase is made in advance, if the plan is to visit a popular event, early booking is essential because of the popularity, or the consumer wants to enjoy the pleasure of the upcoming holiday and the knowledge that there is a getaway coming (Swarbrooke & Horner 2007: 53-61).

5.2 Determinants

There are two different determinants, that are the factors which determine if the consumer is able to take the holiday or not and the factors that determine the type of the trip if the determinants allow the consumer to take the holiday. The type of the taken trip can include many variables, like the destination, when the trip will be taken, mode of travel, duration, the company to travel with, type of accommodation, activities on the holiday and how much money will be spent on the trip. The determinants can also be divided to those which are personal to the tourist and those which are external to the tourist. Personal determinants include things like:

- health
- leisure time
- work commitments
- knowledge of the destination
- price differences between the competitor organizers
- vision of the destination and the tourism organizations

- political views
- preference of particular destinations
- fear of certain modes of travel
- attitude to standards of behavior as tourist
- types of holidays
- taking a trip with particular individuals or groups
- attempt to find discounted prices

It is clear that the above mentioned determinants will not apply to all individuals. Some determinants can prevent the consumer from taking the holiday, like health problems and others will just affect the type of the holiday. All consumers are different. Some find certain determinants essential and more important than others based on their attitudes, personalities, past experiences and principles.

External determinants can be divided into three groups: political factors, media and tourism organization marketing. Political factors are the government legislations and policy, visa requirements and immigration restrictions, terrorism, taxation system. Effect of media is the picture that the consumer gets from the holiday on television, newspapers or guidebooks. Tourism marketing is the destination's advertising campaigns, tour operator's brochures and the travel agent's special promotions. With these determinants, also with the views of friends and relatives determinate the decision since they give more truthful picture of the destination.

The reason whether tourists' behavior is determined by their personal or external determinants varies according to the tourist's personality and lifestyle. Extrovert people may take more into account the previous experiences of the destination from their friends and relatives whereas introvert people will base their decisions on their own experiences. Well-educated people, who follow what happens in the media, might be influenced by human rights of the destination's government. It is important to know that most determinants can be either possibilities or restrictions to tourists who wish to turn their motivations and desires into reality (Swarbrooke & Horner 2007: 62-65).

5.3 Decision making process

Models of consumer behavior are linked to the demand for tourism in personal level. Not any two individuals are similar and they are different in attitudes, perceptions, images and motivation which all have influence on the travel decision. Attitudes depend on the way the individual sees the world. Perceptions are the impressions of many factors, like childhood, family, education and work experiences. Perception involves also the influences and attitudes of behavior, but it does not explain the reason why people want to travel. Travel motivators explain the reason people want to travel and images are the beliefs, impressions and ideas the travelers have about the destination.

Tourism consumer decision process can be made based on four different elements. First is the energizer of demand, which is the one that forces to the motivation that leads the tourist to decide to travel. Second is the effectors' of demand, when the consumer has developed an idea or attitude how the destination or product will be and this will affect the consumer's image or knowledge of the product which will weaken various energizers that lead to the consumer action. Third is the roles and decision making process, where the important roles come from the family members and friends who are mostly involved in the purchase process stages and in the final decision of purchase. Last element is the determinants of demand. This means that the decision making process is supported by determinants of demand. Even if the tourist's travelling motivation exists there might be other determinants that complicate the purchase decision, like economics, sociological and psychological factors (Cooper et al 2008: 43-45).

Young people usually reflect their choices of choosing a transport to factors which are cost and benefits of the service, young peoples' individual circumstances like the purpose of the trip and underlying preferences. Active choices about the transit mode young people choose has to do with the availability and which they find to be acceptable. Health and environment does not play a significant role in young people's choices about transportation. Environmental protection among young adults is seen more common rather than individual responsibility. The decision to a regular journey is usually dependent of the young people's mood and

the amount of time and money they have. Transport decision process is reflected to the range of options the young people have and how clear the benefit of a certain option are and if the choice of destination is dependent on the part how you get there (Taylor, Barnard, White & Lewis 2007).

5.4 Free rider and excuses

Free rider problem can also be related to the motivation of a traveler in environmental issues. Free rider is considered to be a person who enjoys the benefits of something without being fully involved in the costs, or involved partially in the costs. The problem is noticed when the free rider is using the benefits without taking part providing them.

The problem is emergent within public goods, because it is not possible to exclude people and their consumption. As set as an example of public goods was environmental quality. Solution to minimize free riders in public goods was by setting taxes (Mathur 2011).

Theory of excuses is usually related to criminal law, but in this case can be implemented also to the environmental behavior. There are two different theories, character theory and capacity theory. In the character theory of excuses the person argues that when performing wrong actions, it did not reflect to the person's character. In capacity theory of excuses the person argues that even when doing wrong, the person did not have the ability to do in another way. Excuses are seen as defense when someone has done wrong (Tadros 2001)

5.5 Planned and realized behavior

When the consumer evaluates and chooses an alternative in problem solving, the consumer is making a decision plan. The plan compromises behavioral intentions which make the consumer to make decisions like what to do this weekend, or something that might be done later. Lewin and Heider stated that behavior is goal-directed and Ajzen recognized that the actions carried out to achieve these goals are controlled by our intentions. A daily routine like brushing teeth before going to bed does not need a decision plan since it is performed automatically. Theory

of reasoned actions and planned behavior is trying to find an explanation to the relationship between planned and actual behavior.

The theory of reasoned actions is the relationship between intentions and attitude. Fishbein and Ajzen argued that human behavior is not controlled by unknown motives or desires, but it is considering actions before deciding whether or not to act in a particular way. Consumers are assumed to behave in a certain way and based on their attitudes and norms, they form a decision to participate to the behavior or not. When you plan consuming a product, according to Peter and Olson there are six main factors that affect consumer's relationship between the intentions and behavior. First is the time between the measurement of intention and observation. You might have an intention to buy a product, but the more you think of it, you will change your mind. Second is a different level of specificity, meaning that the specific environment where the behavior is performed is the same as forecasted when the intention was formed. Third is unforeseen environmental event, which means that you cannot make the purchase because of the product might be sold out. Fourth is the degree of voluntary control, meaning that someone is buying a product because the consumer was persuaded by another person. Fifth is the stability of intentions, which means that if your intention to do something is weak, it might be easily changed while some other intentions are stable. Last is new information, which means that the consumer's beliefs and attitudes towards some product might be changed because of new information.

The theory of planned behavior by Ajzen defined behavioral intention as an intention to try to achieve a certain behavior. Intention shows if the individual will try to perform in a particular behavior. There are various factors that may influence why the intended behavior can or cannot be carried out. Past behaviors and habits are influenced in the future behavior rather than the planned and desired behavior. The relationship between perceived behavioral control and behavior is more complex than the relationship with perceived behavioral control and intentions. We rather behave in a way that we can control it. Ajzen (1985) suggested in his early discussions that individual's intentions would become stronger if perceived behavioral control would be increased. Theory of planned

behavior states that the beliefs about the consequences to success and failure affect the motivation. If the individual believes that the behavior will be successful, he will do it (March & Woodside 2005: 112-121). Ajzen's theory is illustrated in figure 4.

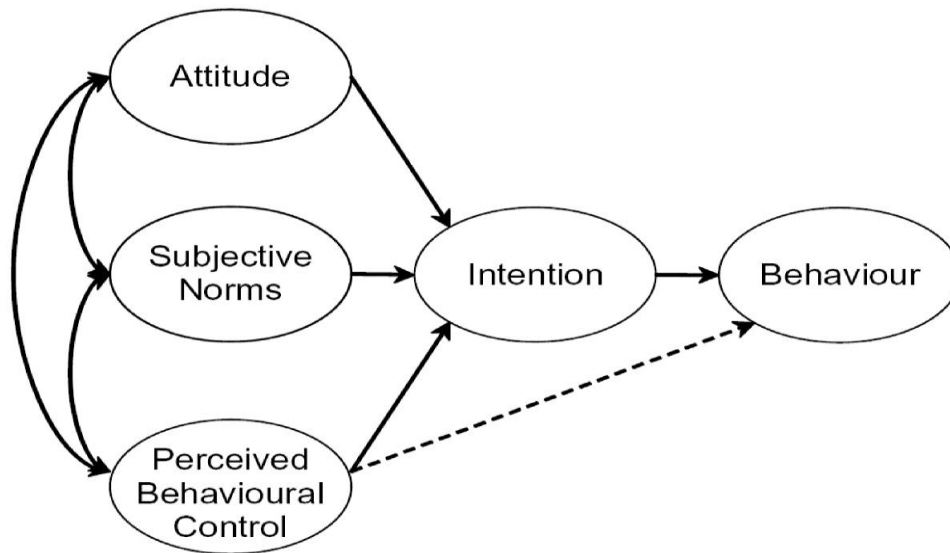


Figure 3. Planned behavior by Ajzen (Ajzen 1991).

Planned behavior towards environment might appear, but the effectors are usually out of the individuals own choice. Outside temperature and home characteristics affect the energy consumption even if you do not plan to consume energy and try to save. Cost of water and the number of people in the household affect the water preservation. Storage place and the type of residence affect the recycling behavior (Kaiser, Wölfling & Fuhrer 1999: 3).

5.6 Environmental consumer behavior

Researchers have had problems defining the meaning of environmental behavior. It means ecologically-oriented, environmentally significant, environmentally conscious, pro-environmental, environmentally sustainable behavior. Environmental behavior is defined as such: Environmentally significant behavior can be defined by the impact of it, the extent to which it changes availability of materials or energy from the environment, or changes the structure and dynamics of ecosystems of the biosphere itself (Flamm 2006).

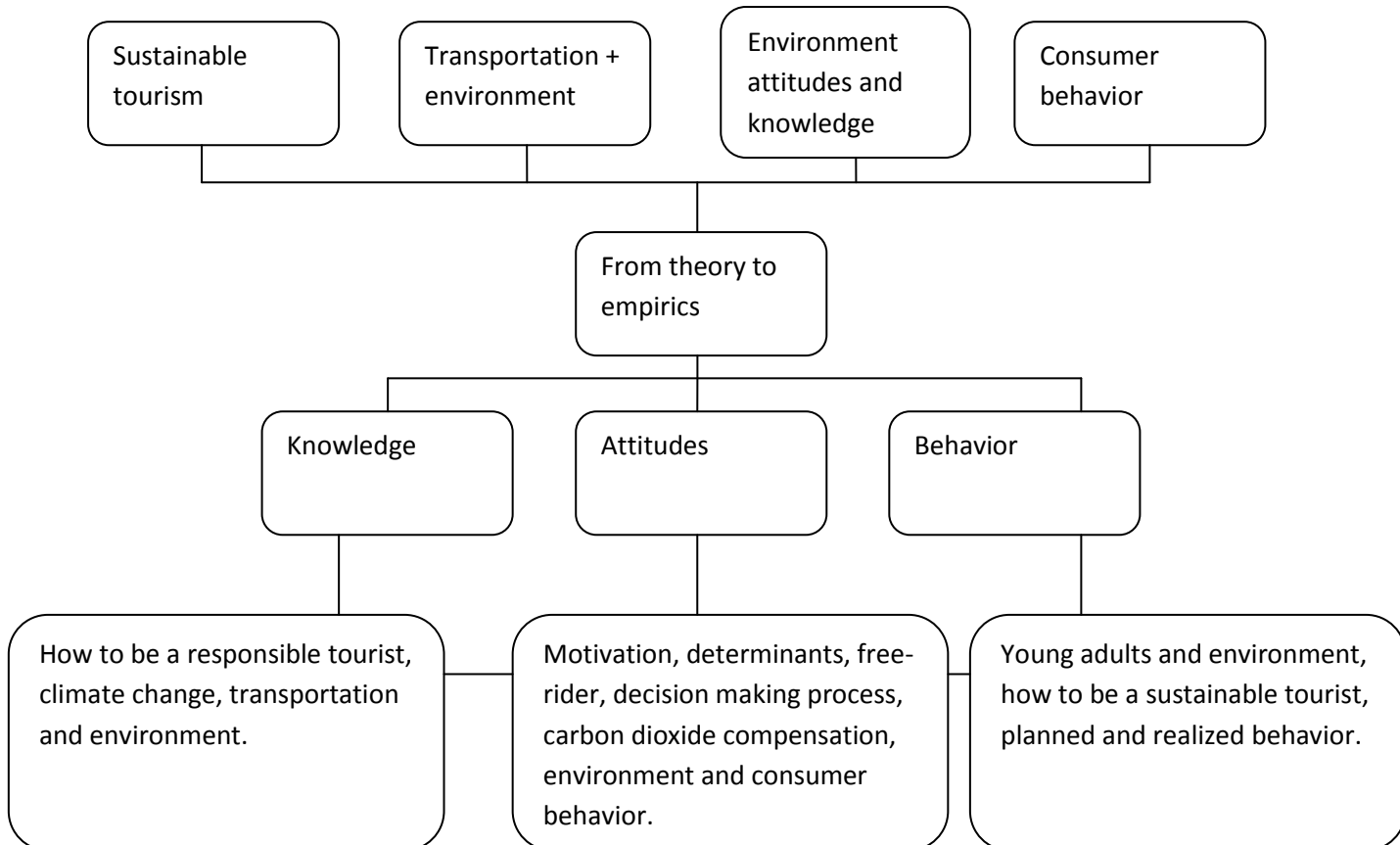
5.6.1 Motivators and determinants

When taking into consideration how motivation affects to the consumers attitudes towards the environment, like how recycling opportunities affects the amount of recycling behavior. Recycling is easy when the recycling bins are easily accessible, so it motivates you to recycle and help the environment. When the recycling bins are not easily accessible, the motivation cannot be implemented (Kaiser et al 1999:5-6).

Motivations to environmental concern come usually by true care for nature as such, or care for the nature as a human resource. Researches proved that environmental concern would motivate actions to support sustainable environment. Knowledge of environmental impacts caused by humans motivates also for actions to support the nature (Nilsson & Küller 2000).

There are studies showing that people who have the determinants to the demand to travel, they want to make it beneficial and minimize the travelling time consumption and money used. When the consumers income level rises, so does the distance travelled even though the time remains still the same. From environmental point this is considered detrimental, since the destinations get further away and the vehicle used must be an airplane because of the consumers' time limit (Flamm 2006).

5.7 From theory to empirics



6 Research methods

In A.J. Veal's book research is defined as a study made out of curiosity and simplicity and the aim is to find out something that has been unknown for the humans. It is also important to advance the knowledge of humans, make it more certain and lead to discovery. Discovery means making something previously unknown to known, which can cover activities like work of journalists or detectives. Elias also refers that research is a tool of science and its purpose is to advance the knowledge of humans (Veal 2011: 4-5).

When doing a research there are two methods, qualitative and quantitative. Qualitative method is a research that is not related with numbers. The sample group is usually smaller and the responders do not have alternatives in their answers, so they can express their answers more freely. The goal is to gather information by observation, informal and in-depth interviewing. The research information can be in the form of words that are expressed in a written or orally. Images and sounds can also be involved, but no numbers.

Quantitative research is the method with ready-made answers usually in a form of questionnaire. Quantitative method relies of the numerical evidence to make conclusions. The reliability of this method often requires a large sample groups (Veal 2011: 34-35).

6.1 Choosing research method

The research method chosen in this thesis is qualitative research. The aim was at first to do quantitative research so the sample group could have been bigger, but when doing a qualitative research it was easier to ask questions and make the respondents explain why they answer the way they did. Altogether eight people were interviewed, and it can be said that even if there had been 20 people interviewed, the answers would have been quite the same.

The data for the empirical research was conducted through interviews for young adults in Finland. The respondents did not want to use the recorder when doing the interviews.

The advantage for this research method is that it is more flexible when the respondents do not have ready answers and you can ask easily more questions based on their answers. The disadvantage is that if the respondents do not have an opinion about something, they cannot answer so easily. When they do not have readymade answers they can just make something up or say they do not have an opinion about that.

6.2 Preparation of the interviews

To prepare the interviews, there were some questions ready-made to make it easier to conduct the interview. The interviews were done based on semi-structured interview. The questions were based on the theory written in this thesis.

6.2.1 Sample group

The sample group consisted of eight people. The interviewees were equally placed either to working life or still studying. For the better reliability it was important that there was equal number of women and men. So this was to show if there is any gap between the answers of women and men.

The groups of interviewees were chosen so that the people could be trusted. They were chosen from my own group of friends. Their ages needed to match the age group of the thesis. All the interviewees were aged between 20 to 25 years old.

6.2.2 Implementation of the research

The interviews were done in Finnish. Finnish was chosen so that it was easier for most of the respondents to answer in their mother tongue and to avoid misunderstandings with the questions. Because of that it was more convenient to have them in Finnish. Most of the interviews were done face-to-face and the others through Skype. Face-to-face interviews were done in my apartment or some in the respondents' apartments. The data was collected by writing down the answers. Skype interviews were also easier when the camera was on so you could see the expressions on the respondents face when answering the questions.

6.2.3 Semi-structured interview

Semi-structured interview means that the interviewer and respondents have an official interview. Usually there is a list of questions and topics that need to be discussed during the interview. The interviewer needs to be able to follow the topics, but also add additional questions in the middle if needed, or if the interviewer wants more specific answers to some of the questions. This also allows the interviewees to express their views more freely.

Benefits for this type of interview are that it might be easier for the interviewer since the questions can be prepared before the interview. This gives the interviewer a chance to prepare for the interview and be proficient in the interview. This interview is reliable and provides comparable qualitative data (Cohen & Crabtree 2008).

In this thesis there were 16 questions all together. The questions were divided into three groups, consisting about the young adults' knowledge, attitudes and behavior. The questions related to knowledge were about how well the respondents consider themselves to know about the issues related to the environment. Next group of questions related to attitudes were about what kind of attitudes they have and last was the behavior and how well the respondents' behavior is related their answers about knowledge and attitudes. The interviews were done between 16th April and 5th May. Finding time for the face-to-face interviews was sometimes problematic because of the different daily and work schedules.

The reason this method was chosen was that it was easier to get more out of the respondents when they answered. They were asked to state reasons for the answers they gave. Yes and no answers were not enough.

6.3 Reliability and validity

The trustworthiness of the research can be considerable, if the reliability and validity are in order. Both need to be reliable in order to be trustful.

Validity means that the research is reflected to what has been studied before. There are two kinds of validity, external and internal, which mean that the external validity refers to representativeness and how the same results can be referred to the wider population than the sample group. Internal validity refers how precisely the characteristics studied are represented in the data collection and what is relevant to the research (Veal 2011: 46). In this thesis the questions asked in the interview were trying to be closely related to the theoretical part, but maybe there were some important questions also related to the theory that were not asked.

Reliability means that the research findings would be the same if the research were done later to a different sampling group. Even when asking the same questions in a same social and physical environment, the results might change because there are some circumstances that might change the reliability of the questionnaire. Circumstances like these are that one's own behavior might change over time and change your opinion (Veal 2011: 46). In order for the reliability to be good the validity needs to be also. I think the research is reliable because if it were done for the same age group of people, my respondents were aged between 20 to 25 years old, the answers would be very much alike.

7 Research results

In this chapter the results of the interviews are discussed. Semi-structured interview that was used is as an appendix (appendix 1). The respondents were co-operational and willing to answer the questions. The results were very similar and gave the answer for the research problem. The answers to the questions proved the same as the earlier studies, showing that young adults are not interested in environmental issues. Next chapters are the results and conclusions made through these interviews.

7.1 Environmental knowledge

The first questions were about the knowledge the young adults have about the environment. It was important to identify at first if the respondents were aware of the things they were going to give answers about. All of the respondents considered themselves to have enough knowledge about environment since there has been so much about it in media and it has been told to them since they were young.

The knowledge for most of the respondents has come from home, what they have learned from their parents. The respondents who were from smaller towns were more likely to have proper recycling system at their parents' house, than those who were from bigger cities. Smaller towns have good recycling systems and many households there have their own compost, so it makes it easier for most. The respondents whose parents did not see recycling so important either, they have not got the example from home.

The respondents were aware of the climate change, but almost everyone's answer was that they see that it is not a problem at the moment. They thought that media is exaggerating the situation to get people's attention and the climate change will not happen as fast as media let people think. The respondents thought that they cannot affect themselves to the climate change and Finland is not the biggest country who causes pollution. The respondents who were worried about the climate change said that they are worried because how people's actions affect

nature and what is left for our own children. Also there was a worry about the weather, set as an example that there is still snow in April. There was an urge still to see the coral reefs before the cruise ships pollute them and rain forests before they have been cut down.

The respondents thought that the reporting from airlines and other transportation companies do not give the picture about their corporate responsibility and what they are doing to reduce their emissions. The respondents said that VR and ExpressBus are visible because they have commercials on TV, but that did not make them think it from an environmental point of view since they are not telling anything about the environment. A few respondents, who were travelling more than the others, said that Finnair has listed about their corporate responsibility in the magazine they have in the seat pocket. The respondents said that they have not paid attention to the reporting of corporate responsibility or other environmental issues, and they thought that the companies have in their home pages parts where they are telling about the corporate responsibility, but since the respondents have not been interested, they have not even tried to search for that kind of information.

7.2 Attitudes

After the respondents had been asked about questions related to their knowledge, they were asked about their attitudes and if their attitudes had any connection with the environment.

The main motivator for the respondents to travel was to see new places and experience something new. The respondents also listed as motivators relaxing, advance in their own worldview, meeting new people and desire to travel away from home.

The first thing that came out of each respondent's mouth when asked what affects the choice of the destination was money. The destination itself was not so important, more important was where you can get the cheapest, there they will travel. Some respondents thought that the choice of destination is also affected by safety at the destination and that there are a lot of activities and things to see, good

weather and price level of the destination. Those respondents who were already in the working life stated that the thing that affects most in the decision to travel somewhere is how they have time off from work. But when they have a holiday, they listed the same things as effectors of the choice.

Most respondents said when asked how time affects the decision with which method to travel, they said that time is important. It was important to reach the destination faster. If respondents had time travelling in Finland, the choice of train or flying was half and half. The respondents who chose train said that it is nicer to travel by train, since usually at the airports you need to be in advance and there is always waiting. Especially direct trains were said to be nicer and more comfortable. Trains were seen a better option especially if the connections were better than with flying. The choice of public transportation and their own car was also discussed. In that case the main answer was public transportation, because then you do not need to drive yourself and you have time to do something else. The respondents who chose their own car said that it is more convenient and the possibility of the choice of the schedule and stops were seen positive.

All respondents' attitudes towards the responsibility of their own doings were positive and the respondents said that it is not right to think that people are not responsible for their own actions, and thinking that since everyone else is doing it, it is alright not to do it. One respondent said it is important to show example to the others by doing good. Recycling was set as an example when doing the interview, and even though the attitude was positive, behavior did not follow attitude. The reason was with recycling that the housing company is not providing the opportunity for that. One respondent said that it requires money in the consumer behavior to act more ecologically.

The respondents were asked about the voluntary fee that the customers can pay when flying to compensate the emissions their flying trip has caused. Most of the respondents said they would be willing to pay a few percentages of the ticket price if it were be obligatory. Since they do not have any concrete evidence where the money would go, some respondents said that they would not be ready to pay anything because of that. One respondent said that by showing pictures where the

money would be used would maybe increase the interest of the customers to be willing to pay this fee. The respondent also said that the customers need to see that the money customers are paying does not go to the bonuses for the executive boards. If there were for example trees planted with the money for the environmental friendly flight, there should be pictures of the trees in a few years to show concrete information that something really has been done.

The respondents were asked if they would be willing to travel for a weekend somewhere in Finland, where they could travel by their own car or take the train, rather than flying for a weekend to some European capital. All respondents said that they are not willing to change their plans to stay in Finland rather than travel abroad only because it would be more environmental friendly. The reason for that was that the travelling experience in Finland would not be the same.

7.3 Behavior

The last part of the interview was about behavior. The respondents were asked how in general they recycle or buy environmental friendly products, and all respondents said that they only recycle bottles. The respondents considered recycling too laborious and also they said that there is not recycling possibilities in their housing company. The respondents did not consciously buy environmental friendly products. The price is usually higher, so the respondents do not want to spend money on that. One respondent said that if the price of the environmental friendly product is only slightly higher, the respondent will rather then choose that.

The average amount the respondents were travelling abroad was one or two times a year. Only a few respondents said they travel more than 3 times a year. The respondents who were willing to pay for direct flights, the decision had nothing to do with the environment. They were willing to pay because of the time. One respondent said that usually when searching for the cheapest option when travelling, the flights come with stopovers. The respondent said that when taking the direct flight the environmental friendly option comes unconsciously. Even if

the flight is 100 Euros more expensive and the flight time would be half shorter, the respondent would pay more in that case.

The respondents said they are behaving at the destination in a same way as at home. When asked, they said that they are not changing the towels and sheets at the hotel every day, so maybe that makes them more environmental friendly. One respondent said that he is always trying to use public transportation when in the destination. Some respondents said that when in a destination, they do not even think how they are behaving, meaning that they do not care about the recycling or anything else.

When trying to examine how the environmental knowledge and attitude affect the travelling decision, the respondents were asked if they would be willing to do voluntary work in some destination to help the place with their environmental issues. The main answer again within the respondents was that they would not do it. The reason for that was that they did not have the interest to do it and one respondent said that the environmental issues are not that high in the value hierarchy. One respondent said that he would be ready to do voluntary work, but not as a part of the holiday. There would need to be a particular reason to go, but the motive for this would also be the travelling itself. Some respondents who were willing to do voluntary work said that the reason for this is to for example help that animals do not die out.

The respondents said that even though they consider themselves to have the knowledge of how to behave in an environmental friendly way, it requires time and money to behave in an environmental friendly way, so they do not want to make that kind of effort. The biggest reasons were also that there is no possibility for that or they just did not have the interest to do so.

8 Conclusions

Based on this thesis and the interviews done, the first thought that came to mind is that young adults are selfish and they are not interested in the environment. They might be worried about what will happen, but they are not changing their consumer behavior even though they are aware of the situation. It was clear that the things that have been learnt at home had an impact on the respondents' knowledge and attitudes, but they seemed to move somewhere in the back of the head, but not get implemented in their own life. On the other hand it is true that the recycling systems are not the same in every city, which they should be, and it can be too laborious if you have to carry the waste somewhere further away. Most of the respondents who were living in Vaasa, did not even know where the closest place where to take the waste would be. The respondents found themselves to be environmentally conscious, but if that means to understand the consequences of their behavior to the environment, a question that arises does the respondents understand the consequences because they were not willing to change things?

Nowadays the difference between Finnish seasons has become more extreme. Colder winters and warmer summers, and the change can be seen all over the world. People do still not think climate change as a current problem. Does the earth need to be half under water before it becomes a problem? The respondents thought they cannot make the change alone, but there has to be a start always for something. Young adults should think more, as some respondents already did what we are leaving for our offspring.

It was clear that those respondents, who travelled more, knew more about how flying for example affects the environment and they were more aware corporate responsibility of airlines. Maybe airlines should show pictures in the magazine that you have in front of your seat pocket what they are doing for environment. By pictures people get a better idea and see concrete examples.

As for the attitudes towards environment, it was clear that their motivations to travel were not based on environmental concerns. Unconsciously the respondents are sometimes choosing the environmental friendly option when travelling. They

found it important to get to the destination faster, so they preferred direct flights which are always better than flying with stops. Inside Finland the train was seen the most functional option, because respondents do not have to drive themselves. It is easier to choose the train, because when flying there is a lot of waiting and it can take as long time as when travelling with the train. Again, people are choosing environmentally friendliest option without even knowing it. Maybe train and busses are still seen as a good option because students can get it cheap, but maybe the answer would be different when asked adults. Respondents with their own cars and those who were not students anymore preferred their own car because the cost will be less than the train ticket. Still a car is a better option than flying.

It was a positive thing to find out that the respondents were willing to pay some kind of fee if it were obligatory, even though they were little skeptical about it. Since the respondents did not have interest of compensate their emissions, they were not aware that there are organizations which have information what they are doing with pictures. It was good that they were thinking that they are responsible for their own actions, and not just free riders.

All in all it can be said that young adults should have more proof of what will happen to the environment if things are not changed, so they will understand the severity of the situation. Now they are travelling because of new experiences and when they are choosing to go somewhere, they are not willing to change it easily. Young adults might think that since they do not travel so often, they are not the biggest harm to the environment. It is good that they are aware, but the problem is how to get their behavior correspond to the attitudes and knowledge. Now the young adults are giving the reason that it is too expensive to be environmental friendly, but will the reason still be the same when they are all in working life.

There will always be excuses after another to explain why the knowledge and attitude is not implemented to the behavior. Now young adults see it as too time consuming and it takes too much money. When travelling, the young adults should take into consideration the environmental things more, for example just a quick look at the hotel's web page to see if the hotel has gotten any points of environmental friendliness.

In conclusion, the main point of this thesis and the interview was to figure out what kind of attitudes and knowledge young adults have towards environment and how they are acting themselves to be environmentally friendly. The target was also to figure out if the environmental knowledge and attitudes affected the decision to travel. The answer to the question was clear, environmental issues have no effect on the travelling decision. As the previous studies have shown that young adults have no interest towards environment and this could be proved again. Here in the pie is cleared how knowledge and attitude has impact on each others, but behavior is not seen going hand in hand with them.

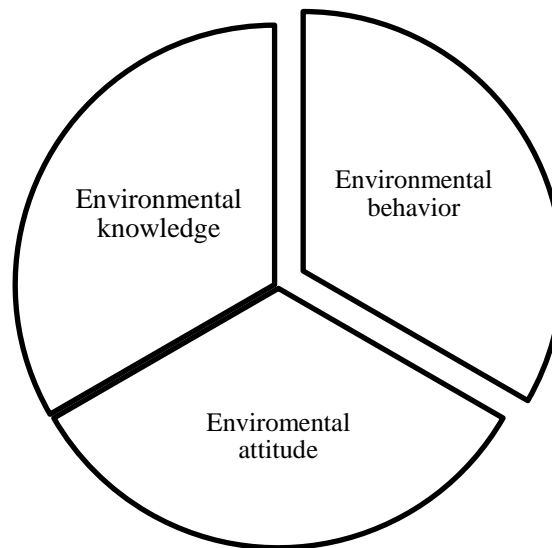


Figure 5. Knowledge, attitude and behavior.

For further researches it would be interesting to do the same kind of research for adults, or compare young adults and adults between each other. When doing this for adults, the result could differ significantly. Another option would be to ask the same respondents in 5 years to see if their opinion has changed, and if their attitudes and knowledge has a bigger impact on their behavior and decisions.

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APPENDIX 1

Semi-structured interview

TIETOISUUS

Koetko itsesi ympäristötietoiseksi?

Onko kotona opitut ympäristö asiat vaikuttaneet omiin tekemisiin?

Oletko huolissasi ilmaston muutoksesta?

Kuinka tietoinen olet lentoyhtiöiden ja muiden kuljetys yhtiöiden tiedottamista heidän yhteiskunta vastuusta ja mitä he tekevät ympäristöasioiden eteen?

ASENTEET

Mikä motivoi matkustamaan?

Asiat jotka vaikuttavat matkakohteen valintaan?

Vaikuttaako aika päätökseen millä matkustaa?

Koetko olevasi itse vastuussa tekemisistäsi, vai kun muut tekevät, esim kierrättävät, niin sinun ei tarvitse?

Kuinka paljon olisit valmis maksamaan vapaaehtoista lentomaksua hyvittääksesi lennolla aiheuttamat päästöt, vai olisitko valmis maksamaan ollenkaan?

Olisitko valmis muuttamaan kohdettasi ympäristö ystävällisyyden takia lähemmäksi?

KÄYTTÄYTYMINEN

Yleis ympäristöasiat?

Kuinka usein vuodessa matkustaa?

Oletko valmis maksamaan lennon ympäristöystävällisyyden vuoksi enemmän suorista lennoista?

Kuinka hyvin otat matkakohteessa ympäristö asiat huomioon?

APPENDIX 1

Olisitko valmis vapaaehtoistyöhön auttaaksesi paikallista kulttuuria ympäristöasioissa?

Käyttäytyminen vs. asenteet ja käyttäytyminen?